

CIF Annual Sponsorship Proposal 2023-24





THE BIGGEST EVENT OF THE Indo-Canadian community.

As Canada India celebrates their strategic relations in the new Indo-Pacific framework, CIF's most prestigious Annual Global Indian Award Gala Event is back.



Each year, CIF recognizes change-makers whose contribution have strengthened the foundation of our society and has helped build brand India in the process.

2023





ABOUT CIF



Established in 2007, Canada India Foundation (CIF) is a national, not-for-profit, non-partisan, non-governmental public policy advocacy group. Its membership is exclusive and comprises successful Canadian industrialists, senior business executives and top-tier professionals with a single approach objective.

- Strengthening bilateral relations between Canada and India
- Helping Indo-Canadians in all spheres of their entrepreneurial, and professional journeys.
- Building brand India in Canada and Brand Canada in India for better understanding of both the countries to augment the all-round relationship.
- Annually recognize & honour a prominent global achiever. CIF Global Indian Award is presented to an outstanding person who has demonstrated global leadership, vision, and personal excellence.
- Organize sectoral forums that enable a better understanding of the expanding economic, commercial and professional relations between Canada and India.
- Position the need for a strategic partnership between Canada and India as critical to Canada's future.



CIF Activities – Highlights



- An annual Award Gala featuring the CIF Global Indian Award, presented to a global high achiever
- Periodic sectoral Canada-India policy forums featuring SME speakers, highlighting areas of Canada India collaboration
- Newsletters, published monthly, with a reach of 30,000, sharing information about significant activities in the Canada-India corridor
- Annual golf tournament with participation of 288 golfers, to raise funds for the families of the Fallen Soldiers of Canada and India.
- More than 60 events featuring guest speakers on a range of topics of interest to Business, professional and India watchers
- Regular interactive meetings with federal & provincial ministers and other political leaders, providing valuable feedback towards strengthening Canada India relations
- Engagement with Canadian educational institutions, towards creating endowments to research on India's traditional healthcare solutions
- Provide informed intervention & feedback to govts to ensure the Indo-Canadian community is working collaboratively to overcome disruptions to its image.
- CIF is engaged in philanthropic and charitable activities to help communities locally and in India whenever unforeseen disasters strike

CURRENT RECIPIENT OF THE AWARD



Canada India Foundation takes immense pride in announcing the 2023 recipient of its Global Indian Award, Mrs. Sudha Murty, the Chairperson, Infosys Foundation. She has made great contributions to the fields of education, corporate business, philanthropy, arts and culture.

Her strong voice on behalf of social justice and equity has been heard around the world and today drives and inspires many of corporate India's community outreaches.

[Click Here for Award Winner Profile](#)



PAST RECIPIENTS OF THE AWARD

Since its Inception in 2008,
CIF has honoured global leaders from diverse backgrounds.



Sam Pitroda
(2008)



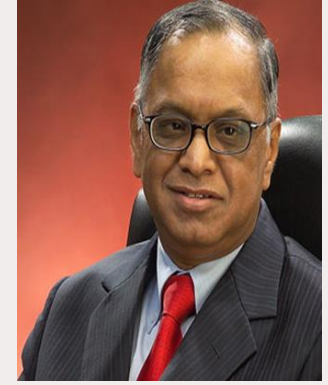
Tulsi Tanti
(2009)



Ratan Tata
(2010)



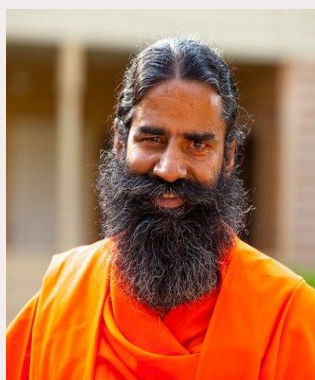
Deepak Chopra
(2012)



NR Narayana Murthy
(2014)



Subhash Chandra
(2016)



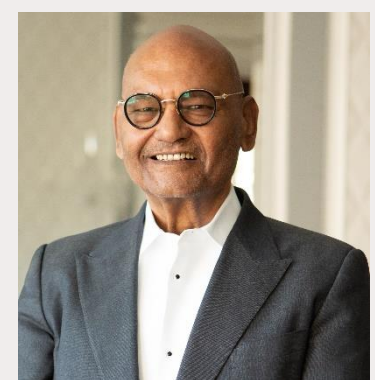
Swami Ramdev
(2017)



Sparsh Shah
(2018)



Hon. Stephen Harper
(2019)



Anil Agarwal
(2022)



Global Indian Award Gala 2023

Sponsorship Proposal



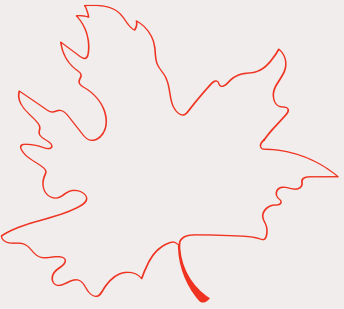
Platinum Sponsorship Proposal- \$60,000

Through the Platinum Sponsorship, Canada India Foundation is keen to establish a long term mutually beneficial relationship with the Corporate Partner. The Foundation envisages this to be a collaboration in evolving strategies to raise the organizational profile among the High-Net-Worth individuals in the Indo-Canadian community, as well as in the Canadian mainstream. This may include creating awareness, lead / sales generation, product / service positioning, networking or promotion of corporate responsibility, and any other need jointly assessed and identified.

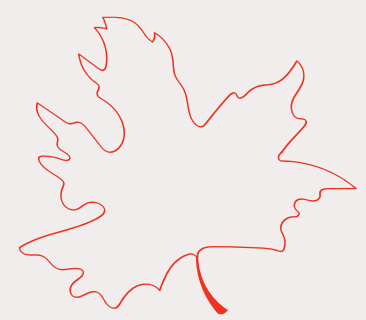


Gala 2022





Benefits of Platinum Sponsorship



Recognition as
Platinum Partner of
the CIF Annual
Global Indian Award
Gala 2023

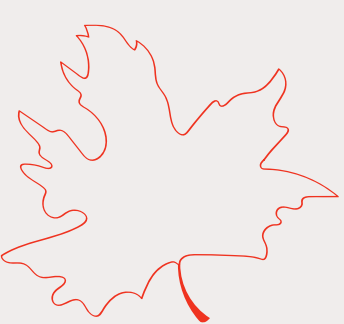
Participation of
**organizational
representatives** at
the CIF Gala

1 Premium (for 10) &
1 Corporate table
(for 10) at the Gala:
Value \$12,500

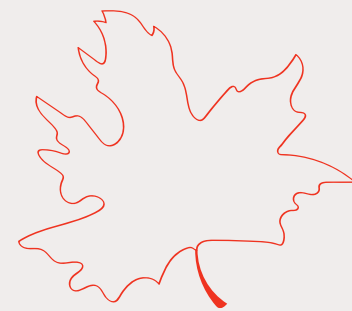
6 Tickets to VIP
Reception with
Award Recipient

Seating for
2 representatives
at VIP Table

Two foursome at CIF
Annual Charity Golf
Tournament: Value
\$4,000



Benefits of Platinum Sponsorship



**2 Article/Ad/
Promotion** in CIF
Monthly Newsletter
in sponsor corner

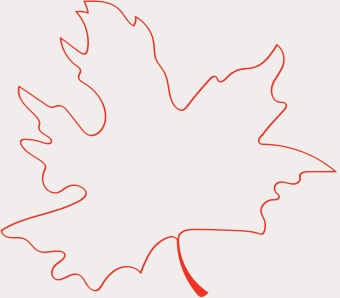
**Invitation to the
CEO or a senior
representative of
the organization
to address CIF's
Eminent Speaker
Series**

Participation as
audience of up to 25
organizational
representatives at all
CIF Speaker Series

Invitation to the
CEO or a senior
representative of the
organization to be a
panelist at CIF's
**Annual Sectoral
Forum**

2 Promotional Slide
during the Annual
Gala

**Invitation to an
organizational
representative in
meetings** CIF
organizes with
political
decisionmakers



Benefits of Platinum Sponsorship

Display of Logo in AV at the Annual Gala & all other CIF Programs for a year

Brand Logo Placement on **ALL** Invitations and Print Material

Brand Logo placement on **ALL** Social Media Posts and Content

Brand Logo on **CIF Website and Pull up banner**

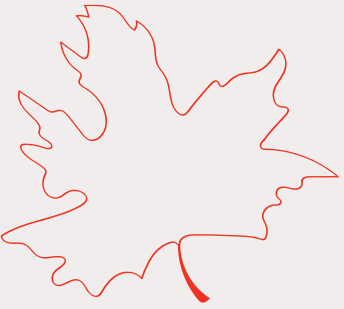
Brand Mention on **ALL** communication for all of CIF's events

Full Page Advert in annual Gala Magazine & Golf Booklet

Gold Sponsorship Proposal- \$40,000

Through the Gold Sponsorship, Canada India Foundation is keen to establish a long-term mutually beneficial relationship with the Corporate Partner. The Foundation envisages this to be a collaboration in evolving strategies to raise the organizational profile among the High-Net-Worth individuals in the Indo-Canadian community, as well as in the Canadian mainstream. This may include creating awareness, lead / sales generation, product / service positioning, networking or promotion of corporate responsibility, and any other need jointly assessed and identified.





Benefits of Gold Sponsorship

Recognition as Gold Partner of the CIF Annual Global Indian Award Gala 2023

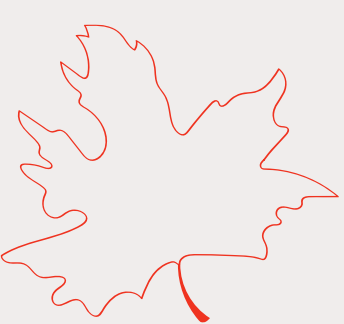
Participation of organizational representatives at the CIF Gala

1 Corporate table (for 10) & Regular table (for 10) at the Gala: Value \$8,000

4 Tickets to VIP Reception with Award Recipient

1 Promotional Slide show during Gala

1 foursome at CIF Annual Charity Golf Tournament: Value \$2,000



Benefits of Gold Sponsorship

Invitation to the CEO or a senior representative of the organization **to address CIF's Eminent Speaker Series**

Participation as audience of up to **25 organizational representatives at all CIF Speaker Series**

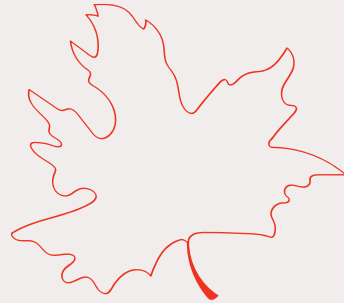
Invitation to the CEO or a senior representative of the organization to be a panelist at CIF's **Annual Sectoral Forum**

Display of logo in A/V loop at vantage points at the venue of the Annual Gala and all at other CIF programs for one year

Logo placement on all invitations, other print material and pull-up banners

Logo placement on Gala **print material** and on **social media**

Benefits of Gold Sponsorship



Brand Logo on
CIF Website

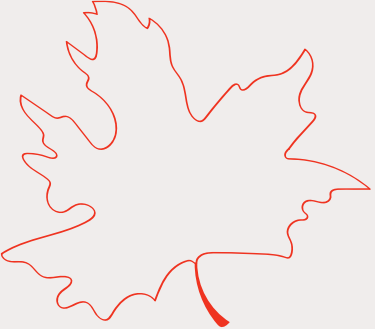
Full Page Advert
in Gala Magazine and
Golf Booklet

Brand Mention on
ALL communication
for all of CIF's events

Silver Sponsorship Proposal- \$30,000

Through the Silver Sponsorship, Canada India Foundation is keen to establish a long-term mutually beneficial relationship with the Corporate Partner. The Foundation envisages this to be a collaboration in evolving strategies to raise the organizational profile among the High-Net-Worth individuals in the Indo-Canadian community, as well as in the Canadian mainstream. This may include creating awareness, lead / sales generation, product / service positioning, networking or promotion of corporate responsibility, and any other need jointly assessed and identified.





Benefits of Silver Sponsorship

Recognition as Silver Partner of the CIF Annual Global Indian Award Gala 2023

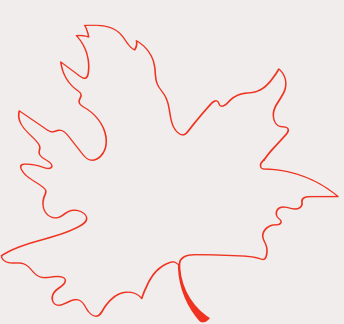
Participation of organizational representatives at the CIF Gala

1 Premium table (for 10) at the Gala: Value \$7,500

2 Tickets to VIP Reception with Award Recipient

1 foursome at CIF Annual Charity Golf Tournament: Value \$2,000

Participation as audience of up to 25 organizational representatives at all CIF Speaker Series



Benefits of Silver Sponsorship

Invitation to the CEO or a senior representative of the organization to be a panelist at CIF's **Annual Sectoral Forum**

Display of logo in A/V loop at vantage points at the venue of the Annual Gala and all at other CIF programs for one year

Logo placement on all invitations, other print material and pull-up banners

Logo placement on Gala **print material** and on **social media**

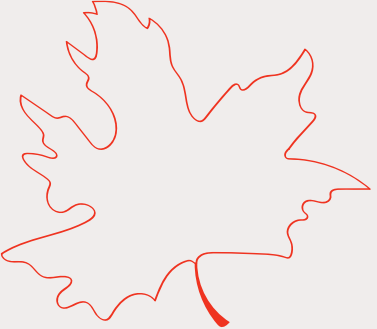
Brand Logo on **CIF Website**

Full Page Advert in Gala Magazine and Golf Booklet

Bronze Sponsorship Proposal- \$20,000

Through the Bronze Sponsorship, Canada India Foundation is keen to establish a long-term mutually beneficial relationship with the Corporate Partner. The Foundation envisages this to be a collaboration in evolving strategies to raise the organizational profile among the High-Net-Worth individuals in the Indo-Canadian community, as well as in the Canadian mainstream. This may include creating awareness, lead / sales generation, product / service positioning, networking or promotion of corporate responsibility, and any other need jointly assessed and identified.





Benefits of Bronze Sponsorship

**Recognition as
Bronze Partner** of
the CIF Annual
Global Indian Award
Gala 2023

**Participation of
organizational
representatives** at
the CIF Gala

1 Premium table
(for 10) at the Gala:
Value \$7,500

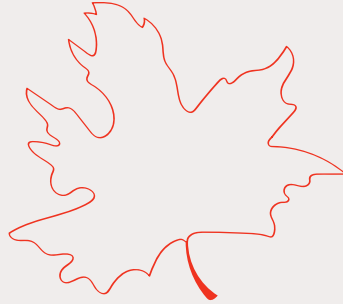
**Participation as
audience of up to 25
organizational
representatives** at
all CIF Speaker Series

**Display of logo in
A/V loop at vantage
points at the venue**
of the Annual Gala
and all at other CIF
programs for one year

**Logo placement
on all invitations,**
other print material
and pull-up banners

Benefits of Bronze Sponsorship

Logo placement on
Gala **print material**
and on **social media**



Full Page Advert
in Annual Gala
Magazine

Brand Logo on
CIF Website

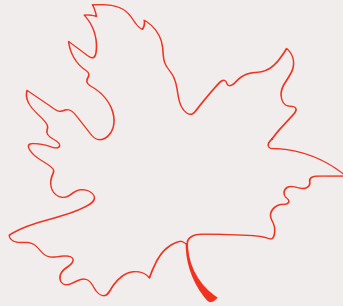
CONTACT

SATISH THAKKAR, FCPA FCGA

Chair

416-995-7695

satish@efgcanada.ca



RITESH MALIK

National Convener

647-225-8411

ritesh@riteshmalik.com

SUNITA VYAS

Co-convener

416-319-6264

sunita@aolmississauga.com

www.canadaindiafoundation.com

info@canadaindiafoundation.com

OUR SPONSORS





Hon. Mary Ng, Minister of Small Business, Export Promotion, Int. Trade of Canada, at CIF Gala



Hon. Doug Ford, Premier of Ontario at CIF Gala



Hon. Helena Jaczek, Minister of Public Services & Procurement, Canada at CIF Gala



CIF members with Canadian High Commissioner Cameron Mackay in Delhi



Roundtable with Hon. Mary Ng, Minister of Small Business, Export Promotion, Int. Trade of Canada



CIF Past Chair awarded with Pravasi Bharatiya Samman Award



CIF Meeting with Speaker of Indian Parliament, Shri Om Birla



CIF team met Hon. Aditya Yogi, Chief Minister of Uttar Pradesh during India Mission 2023



CIF visited during India Mission 2023 with Ontario Minister Michael Tibollo for a reception with CHC Cameron Mackay in Delhi. Former Indian HC Vikas Swarup also joined



Hon. Anita Anand, Minister of Defence, Canada at CIF Golf

Glimpses



Hon. Joe Oliver & Mr. Vasu Chanchlani presenting award to Mr. N R Narayan Murthy, Founder of Infosys



Hon. Anita Anand, presenting Charity Cheque with CIF Chair Satish Thakkar, National Convener Ritesh Malik, Past Chair Anil Shah, CGI Apoorva Srivastava & Others



Canada India Healthcare Summit



Hon. Stephen Harper, Former Prime Minister of Canada & HC Vikas Swarup with CIF Executive Members



Reception CIF Golf



Hon. Stephen Harper, Former Prime Minister with CIF



Hon. Stephen Harper, Former PM of Canada receiving Global Indian Award from Premier Doug Ford at CIF Gala



CIF Roundtable meeting with Prime Minister Justin Trudeau

Glimpses



Mr. Sparsh Shah receiving the Charity Cheque with Award at CIF Gala



Mr. Subhash Chandra Receiving Charity Cheque with Award at CIF Gala from Kathleen Wynne, Premier of Ontario



Hon. Doug Ford Premier, Ontario with CIF Members



Dr. Deepak Chopra Receiving Charity Cheque with Award at CIF Gala



CIF Welcome reception with visiting NASSCOM delegation



Farewell Reception in Honor of H.E. Ajay Bisaria, high Commissioner of India in Canada



Dr. Tanuja Nesari, Director AIIA at UHN with CIF Team



CIF Agriculture Forum



CIF Gala event